

# Results Start When You Show Up

If you follow this program, you'll feel and see results you probably haven't achieved before. The only catch (because there's always a catch) is that you have to do it consistently.

# Your #1 Non-Negotiable

Attend at least 3 sessions per week

That's the minimum dose that reliably builds momentum, fitness, and visible change for beginners. It also stacks well with widely used adult activity guidelines - cardio & strength.

If your goal is to lose more than 10 lbs and keep it off long-term, the journey will take longer than a few weeks (normal, not failure).

The first few weeks are your launch phase. After that, we'll help you keep progressing without "starting over" every few months.

# Goal Setting Meeting

You will meet with us one-on-one to build a personalized roadmap based on:

Your Goal

10 lbs vs 20+ lbs vs long-term transformation

Your Lifestyle

schedule, stress, sleep, and cravings triggers

Your History

what you've tried before and why it didn't stick

You'll leave with clear targets (sessions/week, steps, meal structure) and milestones so you can see progress even when the scale is being dramatic.



# What the Start Feels Like (So You Don't Quit)

Most new members are 20+ lbs overweight and haven't exercised consistently in years. So let's be honest:

## The first 1–2 weeks can feel rough

You'll likely be sore. That's normal muscle soreness from new work. It often shows up later, peaks around 24–72 hours, and fades as your body adapts.

**Soreness is normal. Sharp pain is not.**

### Normal soreness

dull ache, stiffness, improves as you warm up, better each day.

### Stop and tell a coach

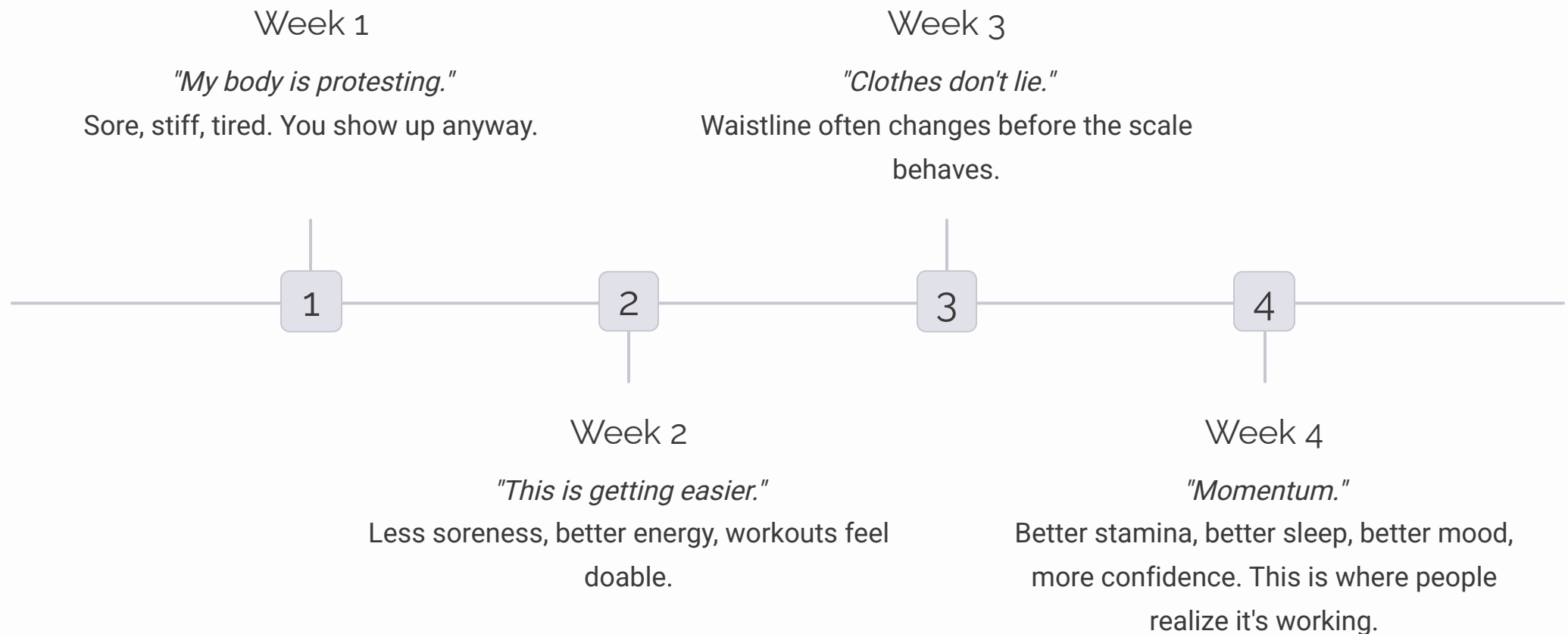
sharp pain, joint pain, swelling, numbness, pain that worsens daily.

#### **The rule that prevents "failure"**

Never miss twice. If you miss a session, the next one is mandatory. Most people don't fail because the program doesn't work, they fail because they stop while their body is still adapting.

# The Reality Check (Fast Results, Realistic Expectations)

Follow the plan and you'll feel the change quickly.



- ❑ If your goal is more than 10 lbs and keeping it off, we must keep building after your initial program. That's not slower progress. That's lasting progress.

# The 5 Results Multipliers

(Do These Outside the Gym)

01

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## Walk daily

Aim for 7,000–10,000 steps (or 20–40 minutes of walking). Bonus tip: a 10-minute walk after meals helps tame the "snack monster" energy.

02

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## Protein at every meal

Target: 25–35g protein at breakfast, lunch, dinner. This helps hunger control and keeps you fuller during fat loss.

03

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## Hydration

Target: 2–3 liters/day. Simple rule: 1 big glass on waking + 1 with each meal.

04

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## Sleep

Sleep 7+ hours most nights (less sleep = more hunger). Quick wins: caffeine cutoff 8 hours before bed, dim lights/screens the last hour, consistent sleep/wake times.

05

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## Minimum Viable Day

For chaos days, just do three things: show up to your session (or walk 20 minutes), hit protein twice, and protect your bedtime. This prevents the quit spiral.



## Track Progress the Smart Way

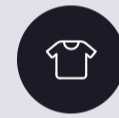
Use 2+ of these weekly:



Waist measurement



Photos



How clothes fit



Energy/sleep



Strength improving



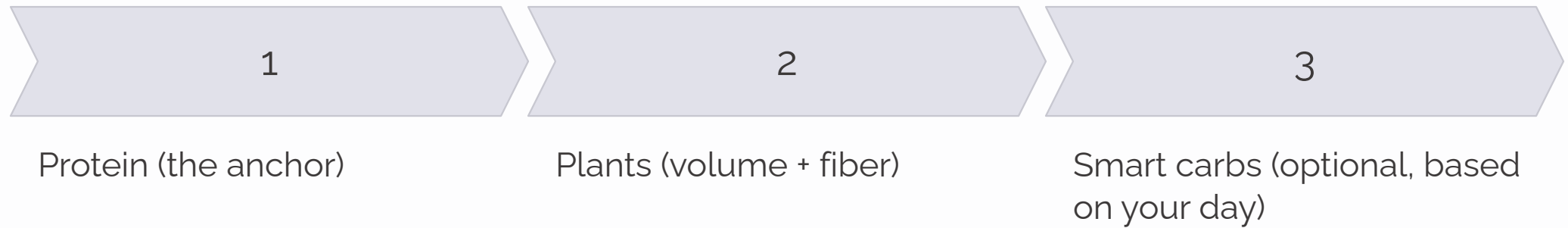
We track your progress with InBody scan usually in your 2nd week.

These measure what the scale can't: body fat percentage, muscle mass, and visceral fat. You'll see exactly what's changing inside—fat dropping, muscle building—even when the scale lies.

# Nutrition That Works (No Weird Rules)

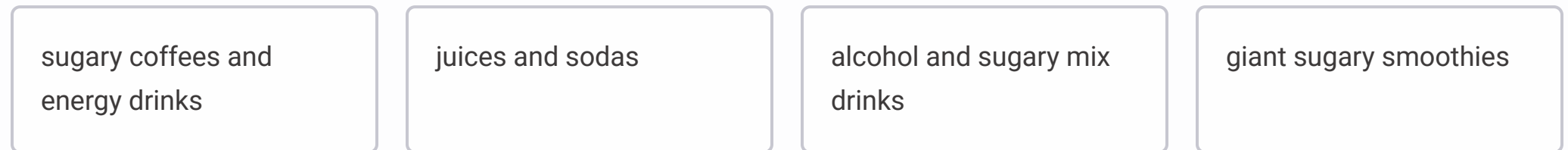
## The Plate Formula

Most meals should look like:



## Liquid calories (easy fat-loss speed bump)

Limit these (rare occasions):



# Meal Plan: Mix-and-Match Week (Under 1800/day)

Pick 1 breakfast + 1 lunch + 1 snack + 1 dinner each day. All options below are portioned so any combination stays under 1800 calories/day (estimates vary by brand).

Note: macros/calories are estimates.

## Breakfasts (7)



Option	Ingredients	Macros & Swaps
<b>B1 Greek Yogurt Parfait</b>	0% Greek yogurt 200g, berries 100g, granola 20g (about 2 tbsp), honey 10g (about 2 tsp)	~300 cal   P 25g C 43g F 3g — Swaps: skyr/cottage cheese; any fruit; oats/nuts
<b>B2 Protein Egg Scramble + Toast</b>	eggs 2, egg whites 100g (about 3 whites), spinach 50g (big handful), mushrooms 80g (1 cup), whole wheat toast 1 slice (35–40g)	~320 cal   P 31g C 23g F 12g — Swaps: tofu scramble; 150g potatoes instead of toast
<b>B3 Protein Overnight Oats</b>	oats 40g (½ cup), protein powder 30g (1 scoop), unsweet almond milk 250ml, berries 50g	~325 cal   P 31g C 37g F 7g — Swaps: high-protein cereal; ½ banana
<b>B4 Cottage Cheese Bowl</b>	cottage cheese 200g, pineapple 100g, walnuts 10g (1 tbsp chopped)	~295 cal   P 28g C 22g F 12g — Swaps: berries; almonds
<b>B5 Simple Protein Smoothie</b>	protein powder 30g, banana 1 medium (~120g), unsweet almond milk 250ml, peanut butter 16g (1 tbsp)	~335 cal   P 30g C 30g F 12g — Swaps: 150g frozen berries; skip PB to lower calories
<b>B6 Chia Yogurt Pudding</b>	chia 20g (1½ tbsp), 0% Greek yogurt 150g, berries 100g, honey 10g, granola 10g (1 tbsp)	~320 cal   P 22g C 42g F 8g — Swaps: oats 30g instead of chia; nuts 10g instead of granola
<b>B7 Avocado Egg Toast</b>	whole wheat toast 1 slice, avocado 50g (½ avocado), egg 1, egg whites 100g	~305 cal   P 22g C 23g F 14g — Swaps: hummus 30g (2 tbsp) instead of avocado

## Lunches (7)



Option	Ingredients	Macros & Swaps
<b>L1 Chicken Wrap</b>	whole wheat tortilla 1 (60–70g), cooked chicken breast 120g, lettuce 50g + tomato 80g, salsa 60g, light mayo 10g (optional)	~440 cal   P 44g C 38g F 11g — Swaps: turkey/tofu/tuna
<b>L2 Turkey Quinoa Bowl</b>	lean turkey 120g, cooked quinoa 120g (¾ cup), black beans 60g (¼ cup), veggies 150g, salsa 60g, olive oil 5g (1 tsp)	~470 cal   P 45g C 46g F 11g — Swaps: rice/potatoes; chicken/tofu
<b>L3 Tuna Avocado Rice Bowl</b>	tuna 1 can drained (~120g), cooked rice 120g (¾ cup), avocado 50g, cucumber 100g + tomato 80g	~410 cal   P 34g C 46g F 8g — Swaps: salmon/chicken/chickpeas
<b>L4 Chickpea + Tuna Salad</b>	chickpeas 120g (¾ cup), tuna 60g (½ can), cucumber 100g + tomato 80g, feta 30g	~430 cal   P 31g C 42g F 15g — Swaps: feta 15g or skip
<b>L5 Lentil Soup + Toast</b>	cooked lentils 200g (1 cup), chopped veggies 150g, broth 400ml, toast 1 slice	~420 cal   P 26g C 76g F 4g — Swaps: beans instead of lentils
<b>L6 Salmon Rice Veg Bowl</b>	salmon 100g, cooked rice 100g, salad veggies 200g	~380 cal   P 27g C 36g F 14g — Swaps: tuna/chicken/tofu
<b>L7 Tofu Veg Rice Stir</b>	firm tofu 150g, veggies 200g, cooked rice 100g, soy sauce 15ml (1 tbsp), oil 5g (1 tsp)	~400 cal   P 26g C 50g F 12g — Swaps: chicken/shrimp

## Snacks (7)

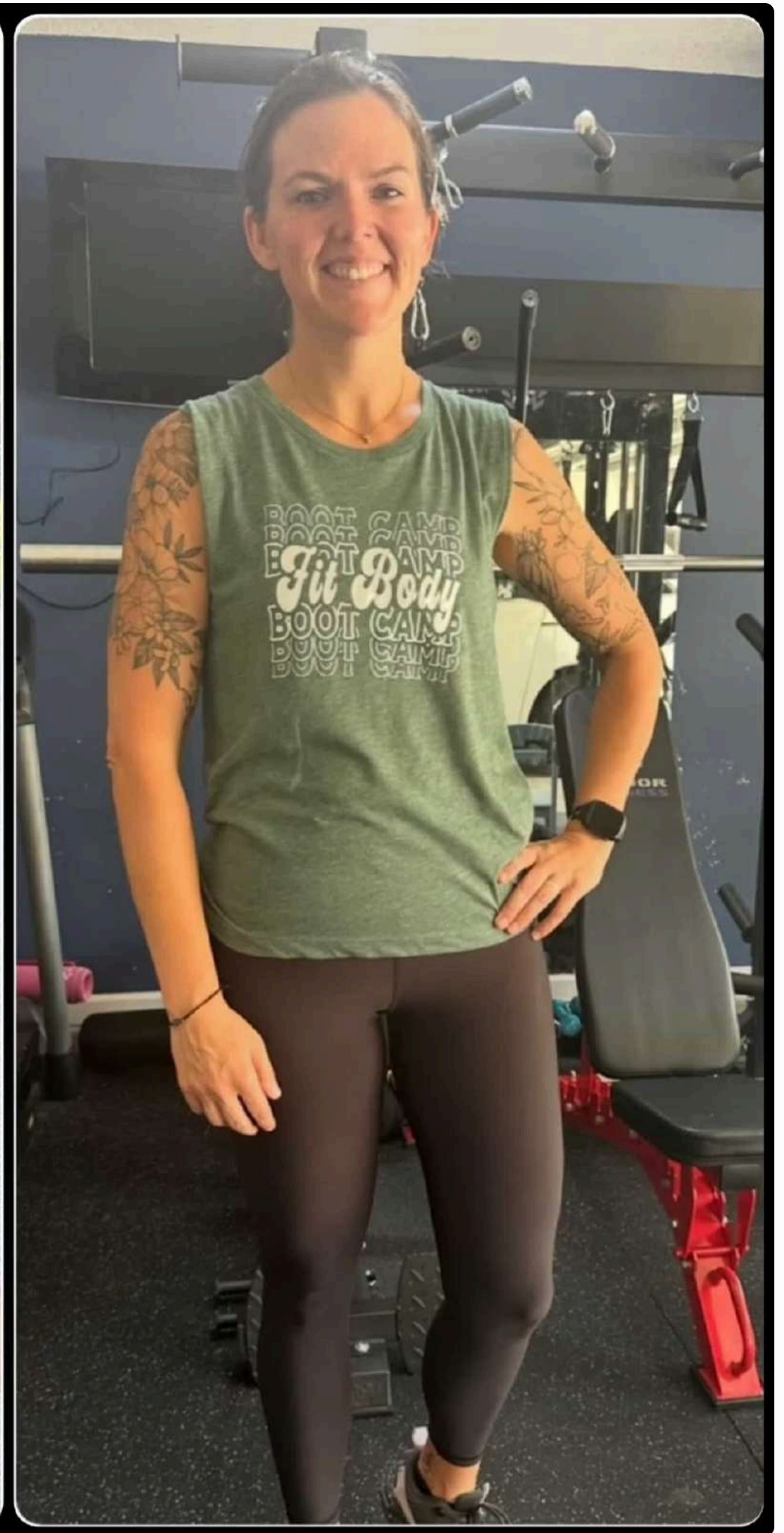


Option	Ingredients	Macros
<b>S1 Apple + Peanut Butter</b>	apple 1 medium (~200g), peanut butter 16g (1 tbsp)	~190 cal   P 5g C 28g F 8g
<b>S2 Protein Shake</b>	protein powder 30g (1 scoop), water 300–400ml	~120 cal   P 24g C 3g F 2g
<b>S3 Carrots + Hummus</b>	carrots 150g (2 large), hummus 50g (about 3 tbsp)	~180 cal   P 6g C 22g F 9g
<b>S4 Yogurt + Berries + Honey</b>	0% Greek yogurt 150g, berries 100g, honey 7g (1 tsp)	~145 cal   P 17g C 20g F 0g
<b>S5 Hard-Boiled Eggs</b>	eggs 2 large	~140 cal   P 12g C 0g F 10g
<b>S6 Edamame Bowl</b>	shelled edamame 150g (about 1 cup)	~180 cal   P 17g C 15g F 8g
<b>S7 Cottage Cheese + Pineapple</b>	cottage cheese 150g, pineapple 100g	~140 cal   P 14g C 17g F 3g

## Dinners (7)



Option	Ingredients	Macros & Swaps
<b>D1 Sheet Pan Chicken + Potato + Broccoli</b>	chicken breast 150g, potato 250g, broccoli 200g, olive oil 5g (1 tsp)	~560 cal   P 56g C 60g F 11g
<b>D2 Salmon + Potato + Broccoli</b>	salmon 150g, potato 250g, broccoli 200g	~580 cal   P 44g C 60g F 21g
<b>D3 Lean Beef Veg Rice Stir Fry</b>	lean beef 150g, veggies 250g, cooked rice 120g, soy sauce 15ml, oil 5g (1 tsp)	~550 cal   P 41g C 51g F 19g
<b>D4 Turkey Bean Chili Bowl</b>	lean turkey 150g, black beans 100g, salsa 100g, cauliflower rice 200g, light cheese 30g	~545 cal   P 65g C 40g F 14g
<b>D5 Chicken Marinara Pasta</b>	chicken 120g, cooked pasta 150g (about 1 cup), marinara 150g, light cheese 30g	~630 cal   P 58g C 67g F 13g — Swap: zucchini noodles instead of pasta to drop calories fast
<b>D6 Shrimp Taco Bowl</b>	shrimp 150g, corn tortillas 2 (50–60g total), black beans 60g, avocado 50g, salsa 60g, lettuce 80g	~455 cal   P 41g C 50g F 11g
<b>D7 Turkey Burger Salad + Potato</b>	turkey patty 150g, salad veggies 250g, potato 200g, olive oil 5g (1 tsp)	~490 cal   P 50g C 52g F 10g



## The One Sentence That Changes Everything

You don't need perfect. You need 3 sessions per week, every week, long enough for your body to adapt. That's how people get results and keep them.

## Your 5 Commitment Reminders

5 COMMITMENT REMINDERS

3 sessions per week.  
NON-NEGOTIABLE.

(FOR YOUR BATHROOM MIRROR)

Results come from showing up  
CONSISTENTLY.

(FOR YOUR FRIDGE)

When in doubt,  
ASK FOR HELP.

(FOR YOUR GYM BAG)

You committed!  
YOU'VE GOT THIS.

(FOR YOUR CAR DASHBOARD)

PROGRESS OVER PERFECTION

(FOR YOUR WORK DESK)

(Print & Place Strategically)

[Click here to download your reminders](#)